

THE GREEN GOLD OF MEXICO THAT STEALS THE HEART OF THE WORLD

- The great health benefits of consuming avocado have positioned this fruit as an essential product in a well-balanced diet.

Baptized as **Mexico's green gold**, avocado it's present on the table of millions of families around the world. Currently, **Mexico is world leader exporting** this fruit, with more than one million tons per year -80 percent of them to the United States- and the demand is estimated to increase by 48 percent by 2030, according to the Transparency Market Research study.

However, what makes this thick-skinned and inner-green fruit so irresistible? Its benefits transcend the economic profits from its exportation; avocado represents **health improvements and a better diet**, without mentioning its symbolic and identity value, and characteristic flavor.

The increasing trend of the world population to maintain a healthy lifestyle has led to a greater consumption of **food products of high nutritional value**, which is essential in an era where only in 2016, the World Health Organization registered 1,900 millions of overweight adults.

Mexican companies such as **Guacamolito** and **Golden Stone** owned by the entrepreneur Luis Doporto Alejandro, work to develop an effective, efficient and competitive production, marketing and distribution model that allows the world's most demanded fruit to reach those who require it without geographical area restrictions or time of the year.

With just two years in the business, these companies intend to innovate and operate with the highest standards of quality and technology in the way of producing and managing without intermediaries.

The avocado has a **nutritional contribution** superior to that of other fruits such as apples and bananas. Avocados are a source of vitamins A, E and C, and minerals such as potassium, calcium, magnesium, phosphorus, iron, copper and zinc, which help to the prevent the development of degenerative diseases such as cancer and cardiovascular diseases by regulating cholesterol levels. Therefore, it is not a surprise that avocado has conquered **the heart of the entire world**.

Avocado is one of the most valuable symbols in Mexico. From the country people who grow avocado's seed, to the housewives who meticulously choose the product to complement their family's diet, they all expect a green fruit of incomparable quality and taste.

For Luis Doporto Alejandro, Guacamolito has arrived to satisfy the increasing demand for avocado derivatives and is currently innovating the market thanks to its High-Pressuring Processing (HPP). HPP is the most advanced pasteurization mechanism that allows to **extend the product's life** without modifying its valuable physicochemical and organoleptic properties, which creates the opportunity for **avocado** to continue being a leading and undeniable product in the search for a **balanced diet** and the **improvement of the quality of life** of its consumers.